PROF. J. K. NAYAK

Department of Management Studies

IIT Roorkee

INTENDED AUDIENCE : U.G, P.G and PhD students from the Management discipline and Social sciences, Corporate Executives

INDUSTRIES APPLICABLE TO : All Industries both in Public and Private space ,academic institutions and Research organizations

COURSE OUTLINE :

Marketing research and Analysis-II (Application oriented) is an extension of the coursemarketing research and analysis. In this course the emphasis has been laid on the practical sideof research and data analysis. It is intended to give a step by step approach for researchers whoare involved in data analysis for their thesis and publication work. Industry practitioners canhave a real time feel of the data analysis process. It describes the tools covered undermultivariate data analysis techniques which students and practitioners find slightly confusingand thus, this course would answer their queries and help them progress in their respectivefields of research. It uses research tools like univariate tests, deep analysis of various regressionanalysis techniques, factor and cluster analysis, discriminant analysis and SEM in details etc.alongwith non-parametric techniques also. SPSS and AMOS software has been used andexplained for data analysis. Most importantly interpreting the data and finally writing for aresearch work has been explained for all the techniques.

ABOUT INSTRUCTOR :

Prof. J.K.Nayak is a faculty in the Department of Management Studies at IIT Roorkee. He is aCivil engineer, MBA and PhD from VGSOM, IIT Kharagpur. Currently he teaches marketingresearch at IITRoorkee. He has completed 9 short term courses on Data analysis and a QIP onthe same in the last 6 years itself. His first NPTEL Video course on marketing research andanalysis that has been quite popular and thus being rerun for the second time. He has deliveredextensive lectures on the same subject at places like IIM Sirmaur and Symbiosis, Pune. Apartfrom these Dr. Nayak has published almost 30 international publications in journals withreputed publishers such as Elsevier, Emerald, Sage, Springer etc. Recently he has published abook with Cengage publications on Retail management. He is a reviewer for variousinternational journals such as Journal of retailing and consumer services and tourismmanagement perspectives etc. He is also a member of bodies such as Ministry of Home affairs,India and on the board of private limited companies such as SRKay consulting. He has beeninvolved in the startup ecosystem as a mentor at IIT Roorkee and IIM -Ahmedabad.

COURSE PLAN :

 Week 1**:** Introduction to marketing research

 Week 2**:** Marketing research process and hypothses development

 Week 3**:** Research design

 Week 4**:** Data purification and handling

 Week 5**:** Hypothesis testing

 Week 6**:** Non-parametric test

 Week 7**:** Introduction to ANOVA & ANCOVA

 Week 8**:** ANOVA, ANCOVA, MANOVA & MANCOVA in SPSS

 Week 9**:** Correlation and regression

 Week 10**:** Various types of regression and discriminant analysis

 Week 11**:** Exploratory and Confirmatory factor analysis

 Week 12**:** Structural equation modelling & cluster analysis